



CALIFORNIA DEPARTMENT OF  
FOOD & AGRICULTURE

Karen Ross, Secretary

April 28, 2015

**CALIFORNIA CHERRY MARKETING AND RESEARCH PROGRAM  
ASSESSMENT RATES FOR THE 2015-2016 MARKETING SEASON**

TO ALL INTERESTED PARTIES:

Under the terms of the California Cherry Marketing and Research Program, and upon recommendation of the California Cherry Marketing and Research Board (Board), the California Department of Food and Agriculture (CDFA) has established a combined assessment rate of eighteen cents (\$0.18) per standard container, or the equivalent thereof, on all California sweet cherries packed during the period beginning on April 1, 2015, and continuing through March 31, 2016. The assessment rate on cherries is shared equally by the packer and the grower of the cherries, namely nine cents (\$0.09) per container on the grower and nine cents (\$0.09) per container on the packer. The assessment rate is unchanged from the previous year.

All assessments due under the California Cherry Marketing and Research Program should be remitted to the California Cherry Board at 1521 I Street, Sacramento, CA, 95814-2016. The Board will be sending assessment forms and invoices for the advance payments out to packers in the near future. The Marketing Branch will assist the Board with assessment collection as necessary. Please note that assessment reports and assessments for all cherries packed during the 2015 harvest are due on September 1, 2015.

Packers are authorized to deduct the grower's share of assessments due from any monies owed to growers. Any grower who is also a packer and packs his or her own cherries is required to remit both the packer and grower share of assessments. Packers who do not pack more than 10,000 containers and growers who do not produce more than 1,000 containers during the 2015-2016 marketing season, and from whom assessments are collected, may apply for a refund of assessment payments following March 31, 2016.

A copy of CDFA's order establishing the assessment rates is available upon request from the Marketing Branch. If you have any questions concerning the assessment rates or collection procedures please contact Chris Zanobini, Manager of the California Cherry Marketing and Research Program, at (916) 441-1063, or call Kathy Diaz-Cretu at the Marketing Branch.

Sincerely,

Robert Maxie, Chief  
Marketing Branch

2015 0428 | 2015 0428 | 2157

